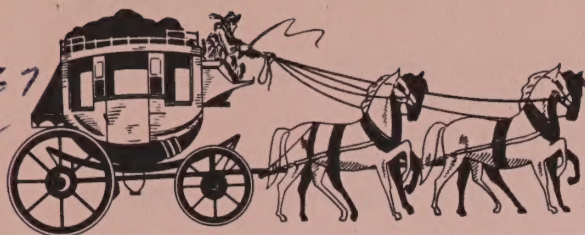


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NODAK CROP INSURANCE

FARGO, NORTH DAKOTA

UNITED STATES DEPARTMENT OF AGRICULTURE

NEWS

1957 Edition No. 1

January 15, 1957

INTRODUCTION - This first edition of the New Year is being written by the State Office. All of the District Supervisors have written an edition now. We think that everyone of them did an excellent job and in the future we will call on them again.

SALES - A look at the calendar will show that time is marching on and that the closing date is much closer than we think. Usually it is March 31, but it could be earlier if conditions warrant. With very little snow to date we may have an early spring. March could be windy and the soil could really start moving. If this happens and producers start "running in" to sign applications because they think that the prospects of collecting look good we will just have to stop sales.

Agents should have their sales campaigns fully planned by now and the plans should be in operation. Letters and pamphlets should be mailed. Newspaper, radio and TV advertising should be started. Greater and more effective use of the prospect letters sent from this office should be made. And above all you should have agents and yourself making the personal contacts that will spell success or failure when the campaign is over. We have stressed the need for personal contacts over and over again. Contacts do result in sales. This is a proven fact.

With this issue we start listing sales and cancellations by Supervisor Areas. What have you done to make your area stand out? Did you hold down cancellations? Have you made sales? Did the cancellations pile up so that more sales will be needed to meet the goals? The record is there.

SALES REPORTS - Why every Agent can't make up a sales report on Monday morning of each week is a mystery to us. We doubt if it takes more than 15 minutes to do the job. Please get these reports in, we need them.

ACREAGE REPORTS - It's time to be putting the headings on them, Order supplies as needed.

DEBT REGISTER - In the near future you will receive the Statements of accounts which will have to be reconciled. Please check your records carefully now and when the Statements come the job will be easier. Try to collect the outstanding 1956 premiums by March 31 so that the contracts will not be cancelled because of an unpaid debt.

AGENT CHANGES - We wish to welcome the new agents that have taken on the responsibility of operating the Crop Insurance business in their counties. We know that you will do a good job. All of us will do everything we can to help you understand the operating procedure so that you will be able to give the best possible service to your insureds.

Bottineau County - Rex Stair of Bottineau is the new agent. Rex operates an insurance agency, real estate and farm management business. Ole Thompson sold the crop insurance business to Rex and is taking a well earned vacation.

Kidder County - Arthur Kirschenmann of Steele is our new agent. Art has been operating an insurance agency at Dawson but has moved to Steele. He and our former agent, Otto Wolpert, are operating a general insurance agency together.

Mountrail County - Lawrence Johnson of Stanley is the new agent. Lawrence has been the Mountrail County Extension Agent. Our former agent, Howard Steffen, felt that because of illness in his family he could no longer give the proper service to his insureds.

Morton County - For the time being Supervisor Olson is handling the work in this county. We expect to appoint a new agent soon or will use a Service Agreement.

* * * * *

"A person should work eight hours and sleep eight hours - but not at the same time."



APPLICATIONS RECEIVED AND CANCELLATIONS TO DATE
January 15, 1957

SUPERVISOR SCHONBERGER'S AREA

	(Wheat)	
COUNTY	CANCELLED	RECEIVED
Bottineau	129	9
Burke	30	0
Divide	9	13
McHenry	41	6
McLean	98	0
Mountrail	56	0
Renville	28	5
Rolette	89	5
Ward	100	4
Williams	39	27
TOTALS	619	69

(FLAX)

Bottineau	26	2
McLean	51	0
Ward	51	4
TOTALS	128	6

(Multiple)

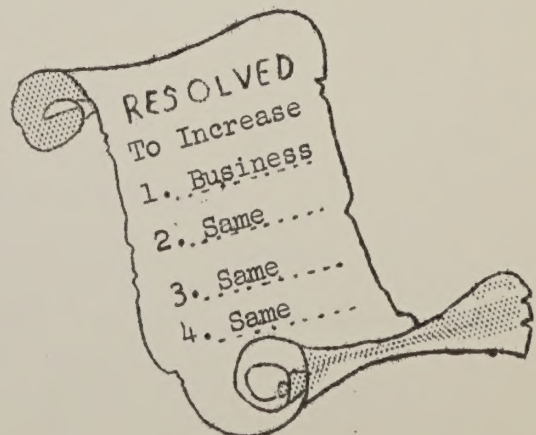
Pierce	15	2
TOTALS	15	2

SUPERVISOR OLSON'S AREA

	(Wheat)	
COUNTY	CANCELLED	RECEIVED
Burleigh	59	5
Emmons	29	15
Kidder	63	1
Logan	31	3
McIntosh	61	6
Mercer	48	2
Morton	53	46
Oliver	28	0
Sheridan	58	17
Wells	122	5
TOTALS	552	100

(FLAX)

Emmons	12	14
Logan	3	7
McIntosh	9	14
TOTALS	24	35



SUPERVISOR ERICKSON'S AREA

(Wheat)

COUNTY	CANCELLED	RECEIVED
Cass	184	9
Griggs	58	38
Stutsman	196	6
Traill	81	3
TOTALS	519	56

(FLAX)

Cass	154	8
Stutsman	191	11
Traill	73	4
TOTALS	418	23

(Multiple)

Barnes	57	13
Dickey	46	0
LaMoure	98	2
Ransom	40	6
Richland	71	3
Sargent	32	2
Steele	38	3
TOTALS	382	29

(BARLEY)

Cass	46	14
Traill	15	6
TOTALS	61	20

SUPERVISOR THEXTON'S AREA

(Wheat)

COUNTY	CANCELLED	RECEIVED
Benson	148	0
Cavalier	253	10
Eddy	67	1
Foster	39	1
Nelson	93	1

Pembina	84	1
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Ramsey	235	8
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Towner	154	10
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Walsh	170	34
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TOTALS	1243	66
--------	------	----

(Multiple)

Grand Forks	63	11
TOTALS	63	11

(FLAX)

Eddy	36	0
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Benson	55	1
--------	----	---

Foster	16	2
--------	----	---

Nelson	30	0
--------	----	---

Pembina	59	0
---------	----	---

Ramsey	37	3
--------	----	---

Walsh	150	28
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TOTALS	383	34
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(BARLEY)

Pembina	12	1
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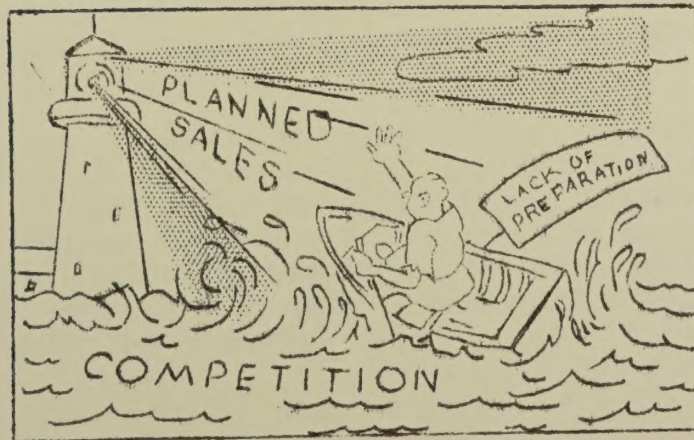
TOTALS	12	1
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SUPERVISOR MARKEL'S AREA
(Wheat)

COUNTY	CANCELLED	RECEIVED
Adams	17	4
Billings	6	10
Bowman	17	29
Dunn	17	0
Golden Valley	7	67
Grant	24	2
Hettinger	33	1
McKenzie	18	20
Sioux	13	5
Slope	14	20
Stark	38	75
TOTALS	204	233

TOTALS (ALL AREAS)

COMMODITY	CANCELLED	RECEIVED
Wheat	3137	524
Flax	953	98
Multiple	460	42
Barley	73	21
STATE TOTALS	4623	685



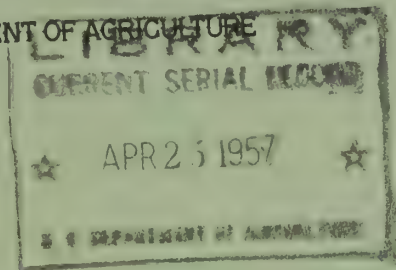
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NODAK CROP INSURANCE NEWS

FARGO, NORTH DAKOTA

UNITED STATES DEPARTMENT OF AGRICULTURE



1957 Edition No. 2

January 29, 1957

SALES - The cold and stormy weather last week made it a little difficult, perhaps, for you to make all the contacts that you had planned. If so, it should only make all of us realize why it is so important to "make hay" when roads and weather are good. A prolonged spell of bad weather could reduce the number of days that are left in which to sell by a considerable number.

If personal contacts could not be made, we hope that you spent your time perfecting your plans, making up lists of producers to be contacted, getting letters ready and doing the thousand and one other jobs that need to be done.

Since only about two months of the sales campaign remain (two months is the maximum) every agent should be ready to make the personal contacts that are the vital part of a successful campaign. From here on any salesman who wears out his pants before his shoes isn't doing the job that a successful salesman does and that is to make contacts and still more contacts.

THE SCORE - Supervisor Markel's area leads the State in total sales and has the two leading agents. W. K. Foster in Stark with 77 sales has a slight lead over Gerard Muggli in Golden Valley who has 71 sales recorded. Muggli hasn't too far to go to reach the maximum contract figure for his county. The sales in Markel's area have exceeded the cancellations.

SALES REPORTS - Again we ask - Why can't we get reports every week from every agent? Your failure to report could prevent us from having 100% of the reports.

DEBT REGISTER - We have furnished ASC offices with a listing of accounts receivable as of December 31, 1956 to use as a debt register until the regular Statements of accounts are available. We received only one copy so we couldn't furnish you with any. Where possible you should check the ASC listing against your records. We hope that the regular statements of accounts will reach us soon so that the reconciliation can be completed in the near future.

GOOD ADVICE - The following poem is taken from "The Needle" which the State office located in Spokane, Washington issues.

* * * * *

ANIMAL KINGDOM ADVICE

A hen is not supposed to have much common sense or tact, yet every time she lays an egg she cackles forth the fact.

A rooster hasn't got a lot of common sense to show, but nonetheless most roosters have enough sense to crow.

The mule, the most despised of beasts, has a persistent way of letting folks know he's around by his incessant bray.

The busy little bees they buzz; bulls bellow and cows moo; the watch dog barks; ganders quack; doves and pigeons coo.

The peacock spreads his tail and squawks; pigs squeal and birds sing, and even snakes have got the sense to hiss before they sting.

But man, the greatest masterpiece that nature could devise, will often stop and hesitate before he'll advertise.

Now don't you think it is high time for FCIC folks to crow? We think we have as fine a program as any that we know.

Don't be afraid to advertise all the services you can give, once they understand it, they'll thank you as long as they live.



"Keep your nose to the
grindstone on sales".

APPLICATIONS RECEIVED AND CANCELLATIONS TO DATE
January 28, 1957

SUPERVISOR SCHONBERGER'S AREA

COUNTY	(Wheat)	
	CANCELLED	RECEIVED
Bottineau	129	9
Burke	31	0
Divide	10	14
McHenry	42	6
McLean	98	7
Mountrail	56	0
Renville	28	5
Rolette	89	5
Ward	102	5
Williams	41	32

TOTALS 626 83

SUPERVISOR OLSON'S AREA

COUNTY	(Wheat)	
	CANCELLED	RECEIVED
Burleigh	59	5
Emmons	29	15
Kidder	64	8
Logan	47	3
McIntosh	59	6
Mercer	50	7
Morton	53	46
Oliver	28	0
Sheridan	58	17
Wells	122	5

TOTALS 569 112

(FLAX)

Bottineau	26	2
McLean	51	1
Ward	53	4

TOTALS 130 7

(FLAX)

Emmons	13	14
Logan	8	7
McIntosh	9	14

TOTALS 30 35

(Multiple)

Pierce	20	5
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TOTALS 20 5



SUPERVISOR ERICKSON'S AREA

(Wheat)

COUNTY	CANCELLED	RECEIVED
Cass	184	21
Griggs	58	38
Stutsman	196	9
Traill	81	5
TOTALS	519	73

* * * * *

(FLAX)

Cass	153	25
Stutsman	191	15
Traill	73	5
TOTALS	417	45

* * * * *

(MULTIPLE)

Barnes	66	14
Dickey	68	3
LaMoure	123	2
Ransom	45	6
Richland	91	3
Sargent	42	3
Steele	38	3
TOTALS	473	34

* * * * *

(Barley)

Cass	46	30
Traill	15	8
TOTALS	61	38

SUPERVISOR THEXTON'S AREA

(Wheat)

COUNTY	CANCELLED	RECEIVED
Benson	148	0
Cavalier	254	10
Eddy	68	1
Foster	39	1
Nelson	93	2

Pembina	88	3
Ramsey	236	8
Towner	155	11
Walsh	170	36
TOTALS	1251	72

* * * * *

(MULTIPLE)

Grand Forks	73	11
TOTALS	73	11

* * * * *

(FLAX)

Eddy	36	0
Benson	55	1
Foster	16	2
Nelson	30	0
Pembina	60	0
Ramsey	37	3
Walsh	150	30

TOTALS	384	36
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* * * * *

(BARLEY)

Pembina	12	1
TOTALS	12	1

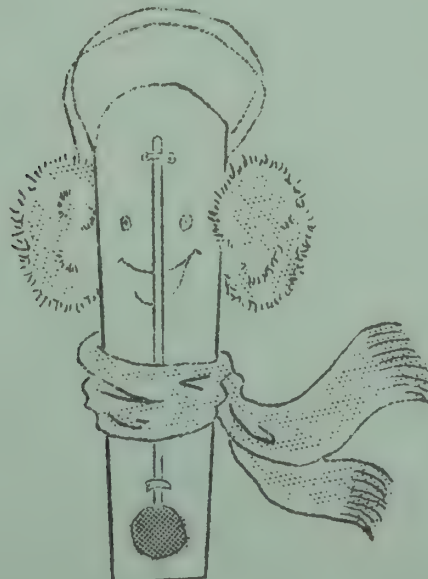
SUPERVISOR MARKEL'S AREA
(Wheat)

COUNTY	CANCELLED	RECEIVED
Adams	17	4
Billings	6	13
Bowman	17	30
Dunn	25	5
Golden Valley	7	71
Grant	24	10
Hettinger	34	3
McKenzie	44	20
Sioux	13	5
Slope	14	20
Stark	38	77
TOTALS	239	258

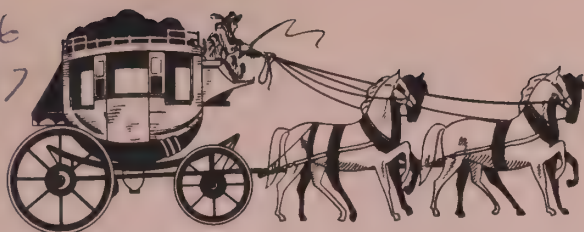
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TOTALS (ALL AREAS)

COMMODITY	CANCELLED	RECEIVED
Wheat	3204	598
Flax	961	123
Multiple	566	50
Barley	73	39
TOTALS	4,804	810

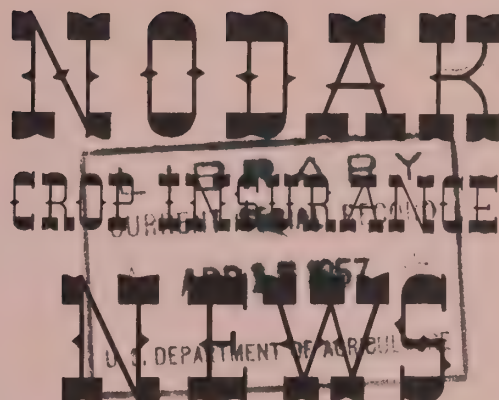


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FARGO, NORTH DAKOTA

UNITED STATES DEPARTMENT OF AGRICULTURE



1957 Edition No. 3

February 14, 1957

SALES ARE CLOSED - The 1957 sales campaign ends on Saturday, February 16, 1957 in Golden Valley county. We don't feel that any more liability can be assumed in this county for 1957. If conditions warrant, sales in other counties may be closed long before March 31, even though the maximum business allotments may not be reached. No agent can depend on March 31 as the closing date. It may come at any time. Selling must be done on that basis. The prospects that you talk to must understand that the insurance offer can be withdrawn if the Corporation believes that it is good business to do so. Crop Insurance is not protection that is given the producer but insurance protection that he must buy and pay for. Therefore, we must operate our business on a sound basis and limiting the liability assumed is one way of doing it.

SALES SLANTS - Most of you have met and heard Earll Nikkel, Director of the Sales and Servicing Division, at our Agents' meetings. Recently Earll gave a talk entitled "Sales Slants". We are enclosing a copy for your use. Read it and then read it again. Also remember what Earll has said at our meetings. We know that you will do a better job of selling if you do.

SALES MEETING - On Tuesday, February 12 we held a meeting at Mandar with salesmen from over the entire State, District Supervisors and several agents who didn't have too far to travel. 18 salesmen and 6 agents attended. We showed two films on selling, discussed selling from all angles and had several show how they go about the job. We feel that it was a good meeting, everybody got new ideas and more enthused about our work. We hope that the sales results in the remaining days of the 1957 campaign will reflect what was learned and planned at this meeting.

APPLICATIONS - Please submit as received or at least once a week if you want to hold some for sales purposes. Remember, however, that a producer can cancel up to the time we accept the application. Once we have accepted and made distribution of the copies, then a contract is in force - - - not before. Please watch the numbering and approving of applications. Do it right.

DEBT REGISTER - Please complete reconciliation as soon as possible. Collect 1956 premiums before March 31. Stop terminations.

ACREAGE REPORTS - Have you enough? In making 1956 experience maps, we are finding descriptions that appear to be in non-insurable or in different areas than shown. Generally a recheck shows that the description was wrong. Please check all descriptions carefully when 1957 reports are obtained.

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APPLICATIONS RECEIVED AND CANCELLATIONS TO DATE
February 14, 1957

SUPERVISOR SCHONBERGER'S AREA

(Wheat)

COUNTY	CANCELLED	RECEIVED
Bottineau	132	11
Burke	31	0
Divide	10	14
McHenry	42	6
McLean	90	7
Mountrail	56	0
Renville	28	5
Rolette	89	9
Ward	102	7
Williams	40	49
TOTALS	628	108

(FLAX)

Bottineau	26	3
McLean	51	1
Ward	53	7
TOTALS	130	11

(MULTIPLE)

Pierce	66	8
TOTALS	66	8

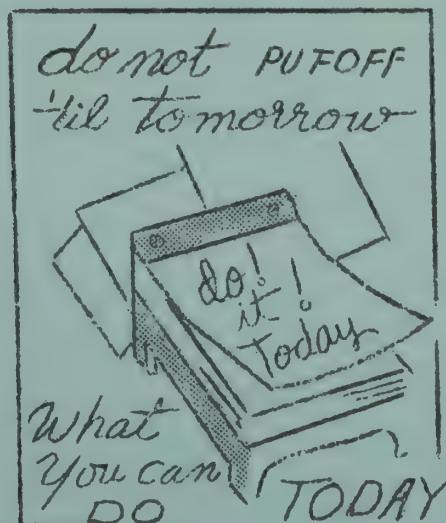
SUPERVISOR OLSON'S AREA

(Wheat)

COUNTY	CANCELLED	RECEIVED
Burleigh	60	5
Emmons	29	15
Kidder	64	8
Logan	47	7
McIntosh	59	6
Mercer	50	20
Morton	53	47
Oliver	28	1
Sheridan	58	17
Wells	122	7
TOTALS	570	133

(FLAX)

Emmons	13	14
Logan	8	12
McIntosh	9	14
TOTALS	30	40



SUPERVISOR ERICKSON'S AREA

(WHEAT)

COUNTY	CANCELLED	RECEIVED
Cass	184	36
Griggs	58	38
Stutsman	196	24
Traill	81	5
TOTALS	519	103

(FLAX)

Cass	153	44
Stutsman	191	29
Traill	73	5
TOTALS	417	78

(MULTIPLE)

Barnes	109	19
Dickey	118	3
LaMoure	212	9
Ransom	102	8
Richland	147	3
Sargent	66	3
Steele	86	3
TOTALS	840	48

(BARLEY)

Cass	46	51
Traill	15	8
TOTALS	61	59

SUPERVISOR THEXTON'S AREA

(WHEAT)

COUNTY	CANCELLED	RECEIVED
Benson	148	0
Cavalier	254	12
Eddy	68	1
Foster	39	1
Nelson	93	5
Pembina	88	3
Ramsey	236	8
Towner	155	11
Walsh	171	42
TOTALS	1252	83

(MULTIPLE)

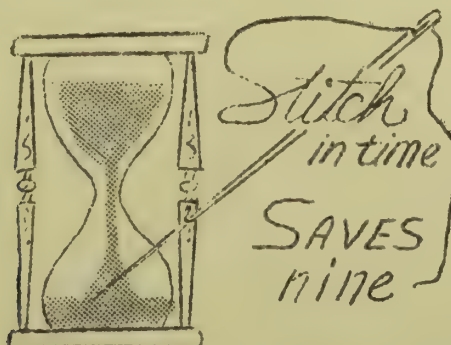
Grand Forks	118	20
TOTALS	118	20

(FLAX)

Eddy	36	0
Benson	55	1
Foster	16	2
Nelson	30	1
Pembina	60	0
Ramsey	37	3
Walsh	150	37
TOTALS	384	44

(Barley)

Pembina	12	2
TOTALS	12	2



SUPERVISOR MARKEL'S AREA
(Wheat)

COUNTY	CANCELLED	RECEIVED
Adams	17	6
Billings	6	36
Bowman	17	30
Dunn	29	7
Golden Valley	8	97
Grant	24	10
Hettinger	34	3
McKenzie	47	23
Sioux	13	7
Slope	14	20
Stark	38	106

TOTALS	247	345
*****	*****	*****

TOTALS (ALL AREAS)

COMMODITY	CANCELLED	RECEIVED
Wheat	3216	772
Flax	961	173
Multiple	1024	76
Barley	73	61
TOTALS	5274	1082

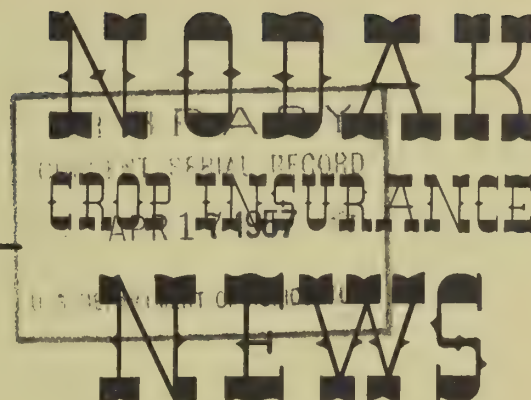
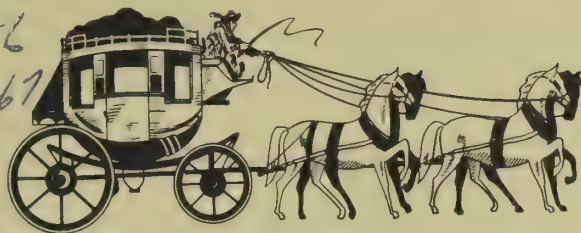


George Washington

Abraham Lincoln

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FARGO, NORTH DAKOTA

UNITED STATES DEPARTMENT OF AGRICULTURE

1957 Edition No. 4

February 28, 1957

SALES - February will be over by the time you get this issue and we will be into the final days of the 1957 campaign. While the number of applications received in the State Office has picked up during the past few days, the number is still too small and we haven't replaced too many of the cancellations. Let alone showing an increase. Look at the record for the State.

Two weeks ago we held a state wide meeting of salesmen which several agents attended.

You have received copies of the talk made by Earll Nikkel at the Minnesota State Agents meeting. Read it again and use any or all of the points he brought out.

You have received copies of special letters prepared by the Washington office. We also have the special prospect letter that we developed.

Every sales aid should be used, of course, but holding meetings and furnishing printed material will not do the job of making sales. Some agents are taking the sales job seriously. They are putting in all of their time on the road making contacts and are finding that it pays off. You should make contacts all day and every day there is left for sales. Unless you do this, your business will decrease and so will your income. Men, it's your business so why not give it a real effort without any further delay. Your supervisors are eager to help in any way they can. However, no agent should expect his District Supervisor to move in with men to do his selling. Selling is a year around job and must be worked at, all the time. If the Corporation must do the selling every year with their personnel, what justification is there to have agents? Some states have already changed many of their counties from agent to service agreements. I am deeply concerned that we may be forced to make some changes, too, after this year's sales are a matter of record.

During the month of March no agent has any good reason for not making contacts and doing it all day long. How can I impress it on you agents, that you must make contacts and lots of them. Take time to figure out on paper what it costs to grow an acre of the various insured crops and as it applies to the farmer himself. Show him how our coverage will protect the out-of-pocket costs from the day he seeds the crop. Also stress the fact that the cost isn't too high when the annual losses paid out are considered. Stress the advantage of good loss experience and how it can affect the premium. Show him how the premium is further

reduced when he files his income tax return. If you take time to really explain crop insurance to those contacted and show them on paper how it will affect their operations, I'm sure you will be surprised at the number of sales you will make. This has been proven in every county this year where a plan similar to above has been carried out. But you must make contacts right out on the farm. Roads have been very good this year, so we can't use that as an alibi. Neither can we expect any extension of the deadline for sales. As you know, Golden Valley sales have already been closed. More may be closed in the next couple of weeks. So farmers should be advised that the time to sign up for Federal Crop Insurance protection is fast drawing to a close and that you cannot say March 31 is the deadline. No doubt long before now you think the State Director must have a grouch on. Well, I haven't but I don't know how else to explain the need for you to make personal contacts and lots of them. You haven't a day to lose.

APPLICATIONS-- We know that there are applications in your offices, please transmit as previously instructed.

PREMIUM COLLECTIONS - March 31 is the last day for paying a 1956 account if the insured expects to be insured in 1957. Make all possible collections. Many times you can work in these contacts with your sales work.

RECONCILIATION OF ACCOUNTS - This job is moving right along but will take longer than we had originally thought. If you haven't sent in your exceptions do so immediately.

SALES REPORT -



DROP IT IN THE MAIL

EVERY MONDAY MORNING

We've been close but never up to

100%

APPLICATIONS RECEIVED AND CANCELLATIONS TO DATE
February 28, 1957

SUPERVISOR SCHONBERGER'S AREA
(Wheat)

COUNTY	CANCELLED	RECEIVED
Bottineau	132	16
Burke	31	0
Divide	10	15
McHenry	42	9
McLean	98	7
Mountrail	56	0
Renville	28	5
Rolette	89	9
Ward	102	20
Williams	40	63
TOTALS	628	144

(FLAX)

Bottineau	26	3
McLean	51	1
Ward	53	16
TOTALS	130	20

(MULTIPLE)

Pierce	82	19
TOTALS	82	19

SUPERVISOR OLSON'S AREA
(Wheat)

COUNTY	CANCELLED	RECEIVED
Burleigh	60	7
Emmons	29	15
Kidder	64	8
Logan	47	8
McIntosh	58	6
Mercer	50	27
Morton	53	48
Oliver	28	3
Sheridan	58	31
Wells	122	8
TOTALS	569	161

(FLAX)

Emmons	13	14
Logan	8	12
McIntosh	9	14
TOTALS	30	40



SUPERVISOR ERICKSON'S AREA

(Wheat)

COUNTY	CANCELLED	RECEIVED
Cass	184	46
Griggs	58	38
Stutsman	196	35
Traill	81	8
TOTALS	519	127

(FLAX)

Cass	153	55
Stutsman	191	38
Traill	73	10
TOTALS	417	103

(MULTIPLE)

Barnes	122	22
Dickey	138	4
LaMoure	251	13
Ransom	134	10
Richland	158	9
Sargent	75	6
Steele	95	4
TOTALS	973	68

(BARLEY)

Cass	46	68
Traill	15	20
TOTALS	61	88

SUPERVISOR THEXTON'S AREA

(Wheat)

COUNTY	CANCELLED	RECEIVED
Benson	149	2
Cavalier	254	15
Eddy	68	2
Foster	39	2
Nelson	93	5
Pembina	88	3
Ramsey	236	8
Towner	155	12
Walsh	171	44
TOTALS	1253	93

(MULTIPLE)

Grand Forks	131	29
TOTALS	131	29

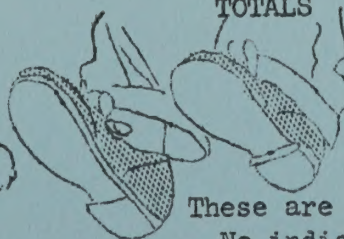
(FLAX)

Eddy	36	0
Benson	55	2
Foster	16	2
Nelson	30	5
Pembina	60	0
Ramsey	37	3
Walsh	152	43
TOTALS	386	55

(BARLEY)

Pembina	12	3
TOTALS	12	3

Too much wear
appears here



These are too shiny
No indication of wear

Remember, salesmen who wear out pants
before shoes aren't the best salesmen.

SUPERVISOR MARKEL'S AREA
(Wheat)

COUNTY	CANCELLED	RECEIVED
Adams	17	6
Billings	6	44
Bowman	17	36
Dunn	29	7
Golden Valley	8	119
Grant	24	20
Hettinger	34	3
McKenzie	47	23
Sioux	13	7
Slope	14	30
Stark	38	121
TOTALS	247	416

TOTALS (ALL AREAS)

COMMODITY	CANCELLED	RECEIVED
Wheat	3216	941
Flax	963	218
Multiple	1186	116
Barley	73	91
TOTALS	5438	1366

T H E T O P M E N

Wheat - - - W. K. FOSTER _ Stark
 Flax - - - HUB FULTON - Cass
 Multiple - - N. J. LIAN - Grand Forks
 Barley - - - HUB FULTON - Cass

